Finally, an easy way to manage the most important asset of your website: its content. eContent is a feature rich Content Management System that can empower your business with tools necessary to succeed in eBusiness.

eContent is an Enterprise Level Content Management System that offers many benefits including:

- Distributed workload via a collaborative work environment
- Easy to use WYSIWYG editing tools
- Managed approval process with user-definable workflow
- Easy integration into your existing website
- Scalability to meet the needs of a growing business
- A cost-effective solution to the growing need for management of website content

Benefits

Distributed Workload & Collaborative Environment

eContent allows for a truly collaborative work environment to exist in which web content is no longer the sole responsibility of the Webmaster or IT staff. Rather, content is put back in the hands of the business professionals best suited to create and manage the specific types of content associated with their departments. Product Managers can manage Product content while Marketing Managers can manage Press Releases and Marketing Campaigns.

The collaborative work environment is further fostered by eContent's ability to share content as well as support for parallel tasking between users.

Easy to Use

The familiar "Word-like" icons of eContent's WYSIWYG content editor make it easy for your employees to quickly generate professional looking content complete with formatted text, images, hyperlinks, tables and more.

eContent's user-friendly, browser-based interface gives the business professionals of your company (Project Managers, Marketing, Sales) the tools necessary to actively create, edit, update, approve and organize web content without the need to learn HTML or any programming languages.

Managed Approval Process & Workflow

eContent's managed approval process & workflow ensures all web content gets cycled through an on-line approval process before it is ever put live. The approval process is determined by the user-defined workflow that gets assigned to a content category. Whenever a piece of content is created/edited the workflow is initiated and the eContent users assigned tasks within the workflow are automatically notified via the Task Manager that a new task has been assigned. Users may also choose to be notified of the new task via email. This managed approval & workflow process ensures web content is accurate, up-to-date and consistent throughout your entire website.

Easy Integration

eContent easily integrates into your current website architecture. By taking advantage of your company's existing systems and technologies, eContent ensures a smooth integration.

Cost-effective Solution

eContent delivers the tools necessary for your business to compete in eBusiness without the high costs often associated with Enterprise Level content management systems. A clear ROI can be measured in the reduction of time and resources necessary to manage a website's content. With eContent in place, IT costs can be reduced by as much as 50%. Additional cost-savings can be measured by the increase in productivity of your staff and the improved effectiveness of your website.

Scalability

eContent can easily scale to meet the changing needs of your business thus minimizing the total cost of ownership associated with a content management system. Built on a robust, open architecture and utilizing industry standard protocols, eContent can scale quickly and easily to meet the needs of your company.
Features

WYSIWYG Editor

eContent's content editor incorporates a "What You See Is What You Get" (WYSIWYG) interface. eContent users can simply type into the content window and use familiar "Work-like" formatting tools to generate rich text content that includes graphics, hyperlinks, tables and colors. eContent will automatically generate the HTML code. Additional flexibility is provided with the WYSIWYG Source View. In the Source View mode users can view and edit the HTML source for completely granular control of content.

Copy & Paste Content Formatting

eContent's intelligent WYSIWYG editor recognizes and preserves most Microsoft® formatted documents allowing for true cut and paste content creation. Moving an MSWord® document to the web is as simple as copying the document and pasting it into the WYSIWYG editor. The editor will automatically convert the document into HTML-formatted content complete with rich text, graphics, hyperlinks, tables and colors.

Security

eContent provides maximum security control for your content with support for industry standard protocols and single sign-on technology. eContent's robust user, asset and role-based permissions provide support for LDAP, SSL and NT Active Directory.

User-Definable Workflow

eContent incorporates a robust workflow engine that offers user-definable, task-based, approval routing to deliver infinitely granular workflow modeling. The GUI design tools in eContent allow for quick and easy assembly of new workflow processes. There is no need to learn a programming language just to design and/or edit a workflow. This approach gives the Business Professionals of your organization the power to manage the development of content without the burden of coding.

Content Localization

With the advent of the Internet and eBusiness, companies must now think globally. To ensure success for any eBusiness initiative, content prepared for the Web must be localized to individual markets. eContent provides a simple and efficient way to manage the localization of content including images. Support for unlimited languages and countries assure global compatibility will not be an issue when using eContent.

Multi-Object Template Architecture

eContent uses a unique multi-object template architecture to provide unprecedented control over content design and complexity. This tiered approach gives designers granular control over content formatting standards and allows design elements to be re-purposed throughout a website. Content objects also give Business users a quick and easy way to implement content that follows company design standards while delivering personalized content to the end-user.

eTechnology™ Tag-based Architecture

eContent offers a robust and easily scalable development environment. eContent uses our eTechnology tag-based architecture to ensure ease of use and maximum flexibility for developers. With eContent there is no need to learn a new programming language making new template designs easy and fast. By applying eContent tags to standard HTML code, new eContent content templates can be created. This approach gives Designers the freedom to create without the burden of coding.

For More Information

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Minimum System Reqs.

ColdFusion Application Server version 4.5.1 SP2 or Greater
Windows NT 4 SP 4 Server or Windows 2000 or Solaris 2.6
Netscape Enterprise Server 3.6.x or IIS
MSSQL 7.0 or Oracle 8i
500 MHz Pentium Processor
500 MB Free Disk Space
500 MB RAM